

## DESKTOP PUBLISHING

Knowledge of desktop publishing is vital in many aspects of today's visual business publications. This event provides recognition to FBLA members who can most effectively demonstrate skills in the areas of desktop publishing, creativity and decision making.

### CONTENT

Participants should be prepared to create, design, and produce useable copy on a computer using desktop publishing software. In addition, participants will be tested on their understanding and mastery of basic desktop terminology and concepts, desktop layout rules, related desktop application and knowledge.

### ELIGIBILITY

Each district is represented by one entry. Each entry must be created by a team of two (2) individuals. The participants must qualify as an active FBLA member to be eligible for this event.

### REGULATIONS

1. An online entry must be submitted by March 17.
2. Participants may not have entered this event at a previous State Leadership Conference.
3. A participant who fails to report on time for the event may be DISQUALIFIED.
4. The problems must be prepared without help from the adviser or any other person.
5. If a member of the team that placed at the District Leadership Conference is unable to attend the State Leadership Conference, one member may be replaced. The substitution must take place before the skill test is administered.
6. The two-member Desktop Publishing team must take the production test. If one team member is not present at the State Leadership Conference, the other member may be allowed to take the objective test.
7. Participants must adhere to the dress code approved by the executive council.

### PROCEDURES

1. Two hours will be allowed for the skill test. This time must run continuously and cannot be administered in multiple sessions. Additional time will be allowed for general directions, equipment set up and warm-up. Word division manuals and dictionaries may be used as reference materials. Local chapter advisers are not to administer the skill test. Participants will complete problems that may include application of the following:
  - Graphics
  - Text creation
  - Layout creativity
  - Selection of appropriate fonts and type sizes

## Desktop Publishing Continued

2. The Format Guide is allowed as a reference at the test site. Materials submitted in this event are graded against the standard of zero errors and business-like format. The Format Guide must be followed for proper formatting of any type of word processing documents. See the Standard of Mailability C6.2. See the Format Guide in the National Chapter Management Handbook at the end of Section V, Competitive Events.
3. Participants must recognize the necessity for accurate proofreading.
4. Two computers may be used for this event. The participants may also choose to use a scanner and/or clipart. No other equipment may be used. The finished product may be submitted in black and white, or in color.
5. A one hour written objective test will be administered for competencies listed in the National Chapter Management Handbook. Team members will take the objective test cooperatively.
6. Participants are identified by the districts they represent.
7. Tests will be administered by authorized individuals as indicated on the State Leadership Conference registration form.

## JUDGING

Objective tests will be machine graded. Ties will be broken based on the order in which the tests were returned. This test will constitute 15 percent of the final event score.

Judging of the skill test will be based on printed copy. The documents will be evaluated by a panel of judges. All decisions of the judges are final. The production portion of this event will constitute 85 percent of the final event score.

Graded papers are NOT returned to participants or advisers.

## AWARDS

Plaques are presented to the winners of first through fifth places as long as finances are available. Certificates are given to participants winning sixth through tenth places.

## REPRESENTATION AT NATIONAL

The first and second place winners are entitled to represent the state chapter at the National Leadership Conference.

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Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Usability</b> Piece effectively meets goals of the project	0	1 - 6	7 - 14	15 - 20	
Piece addresses appropriate audience and shows good grasp of the concept	0	1 - 2	3 - 4	5	
Information effectively synthesized	0	1 - 2	3 - 4	5	
<b>Technical Features</b> Appropriate font selection (size, font type, mix, leading)	0	1 - 3	4 - 7	8 - 10	
Effective text treatment (paragraph indents, bullets, hanging indents, alignment, text wrapping)	0	1 - 3	4 - 7	8 - 10	
Effective application of a special effect(s), which may include but is not limited to drop cap, shadowing, reverse type, screens, mirror images	0	1 - 3	4 - 7	8 - 10	
<b>Layout</b> Creative, original	0	1 - 3	4 - 7	8 - 10	
Appealing	0	1 - 3	4 - 7	8 - 10	
Selection and effective use of graphic(s)	0	1 - 3	4 - 7	8 - 10	
<b>Overall Effort</b> *Comprehensive approach to the project *Effective use of technology for the task *Final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea	0	1 - 3	4 - 7	8 - 10	

**Total Points**

/100 max.

**Penalty Points** Deduct 2 points for each typographical, spelling, or grammatical error.**Total Score**

/100 max.

Verification of total score (initials)

\_\_\_\_\_ Event Supervisor

\_\_\_\_\_ Event Supervisor

RANKING SHEET - MISSOURI FBLA

## DESKTOP PUBLISHING EVENT

NAME OF SCHOOL	RANK BY JUDGE	RANK BY JUDGE	RANK BY JUDGE	TOTAL	FINAL RANK (Smaller Number Wins)
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					
20.					

In the event of a tie, the tie will be broken by awarding the higher rank to the person who received more small numbers from the judges.

Example:  $1 \ 2 \ 6 = 9 \ 2$   
 $2 \ 3 \ 4 = 9 \ 2$

Tied for second place      Winner

If tie remains after this step, judges will make a decision as to the rank to be assigned to the participants.